

Existing consent or something better?

Welcome to this public consultation event for the final part of Grosvenor's Springside development at Fountainbridge. The application site comprises the undeveloped central part of the Springside development. Fountain North Limited, a wholly owned subsidiary of Grosvenor, has an existing consent to build a residential let mixed use development on this site as part of a wider 2006 masterplan. Most of the masterplan area has been developed to date with exemplar buildings in the public realm.

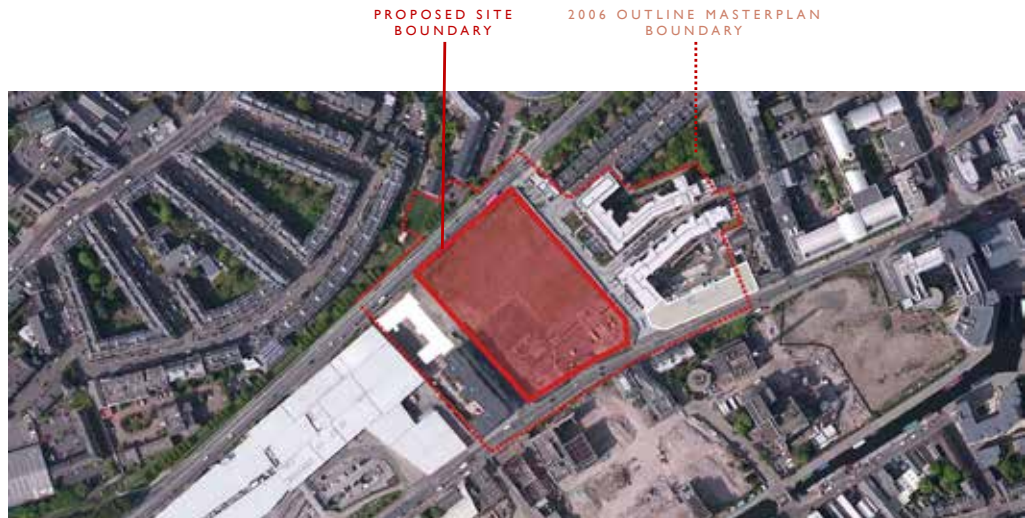
The Opportunity

Grosvenor feels there may be compelling public benefits to improve the design of the streets and buildings within the sub area. Specifically, there may be opportunities to reconsider the existing street pattern to create smaller, more human scale blocks, better pedestrian & bicycle circulation and more public space. This community consultation exercise is being undertaken to inform these proposals and is taking place in advance of the submission of a planning application to the City of Edinburgh Council.

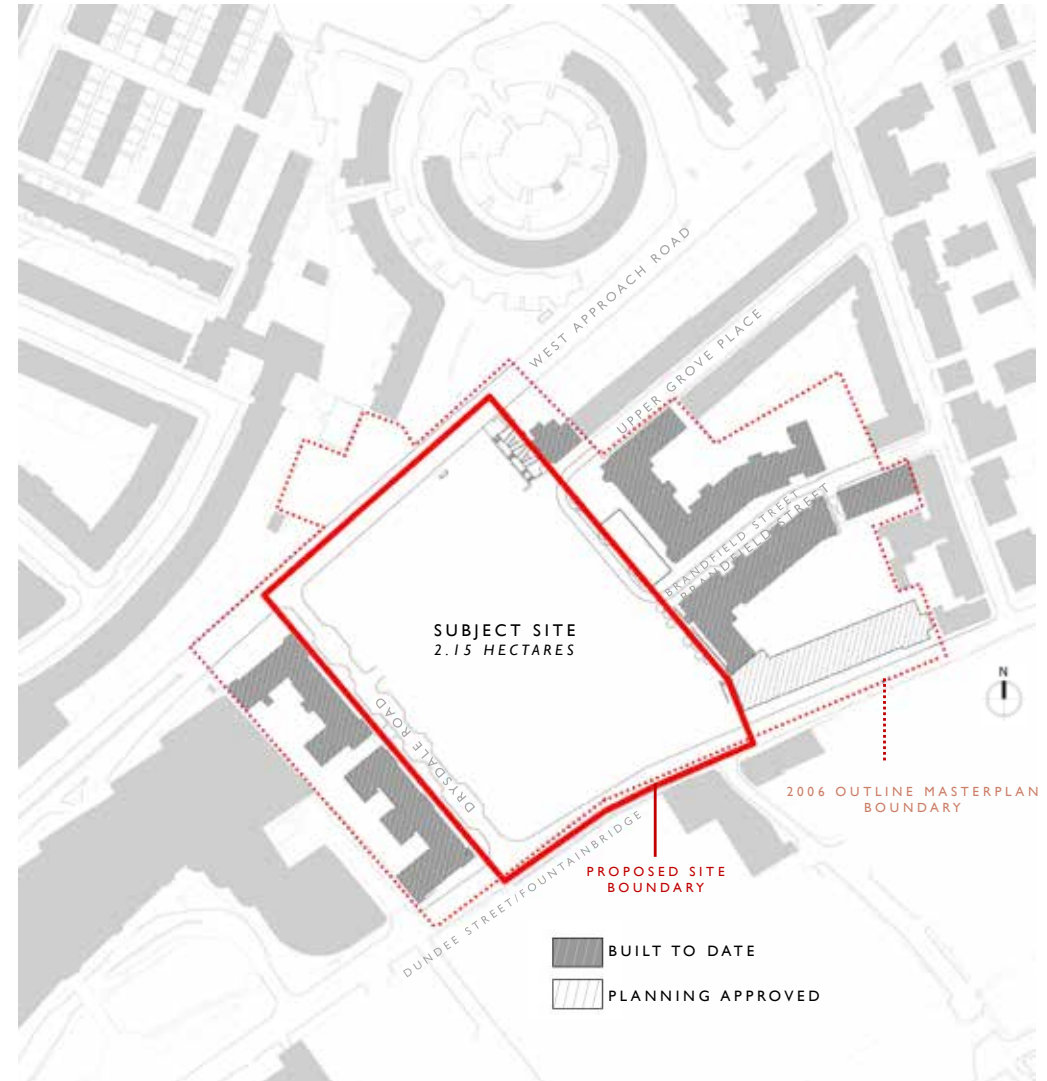
This is the first of three planned public consultation events:

- 12 February** **First Consultation Exhibition (today's event)**
This event does not set out detailed proposals for the site but rather sets out how you, the community, can help to inform the emerging proposals.
- 23 February** **Design Workshop** - limited spaces available, please let us know if you are interested in participating
- March (Date TBC)** **Second Public Consultation Exhibition**
This will take place after the feedback from the first exhibition and design workshop has been collated and assessed and will seek views on more detailed proposals for the site.

Through these events, Grosvenor hopes to establish a commercially viable regeneration solution for the remaining part of the Springside development which takes into account the community's aspirations for development and which improves upon the current planning permission for the site.



The Application Site



Springside is located in the Fountainbridge area of Edinburgh, to the south west of the city centre. The 2.15 hectares site comprises the undeveloped central part of the Springside development. The site is bounded to the north west by the West Approach Road and to the south east by Dundee Street/Fountainbridge. To the west there are two student housing developments and to the east modern residential development at Springside.

The Site

The site was previously occupied by McEwan's Brewery. The brewery's facilities were closed in 2005 and completely demolished by 2007.

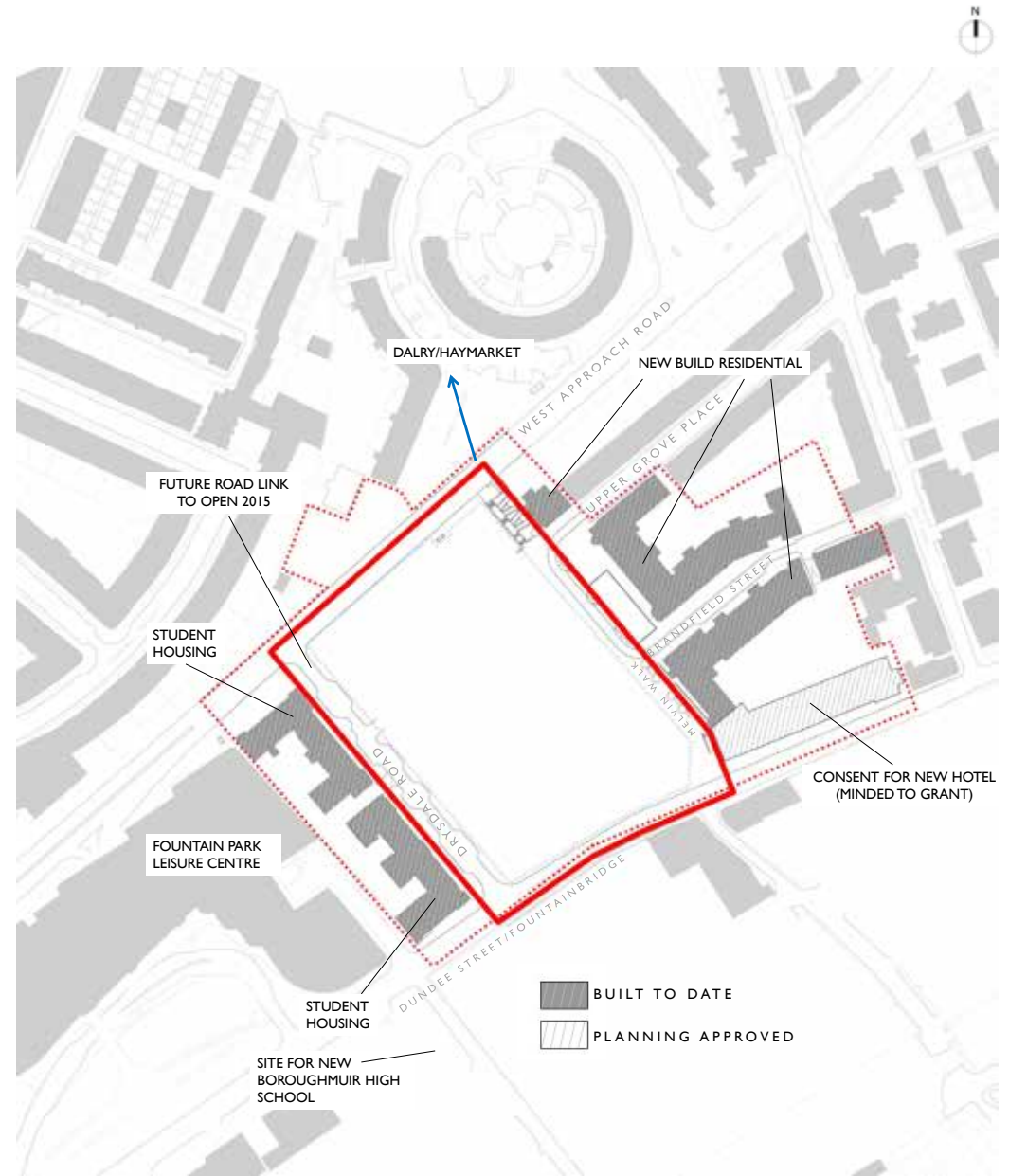
McEwan's Brewery, Fountainbridge
1856-2003



Part of the brewery complex (not part of the site)



Springside Site



EXISTING SITE PLAN

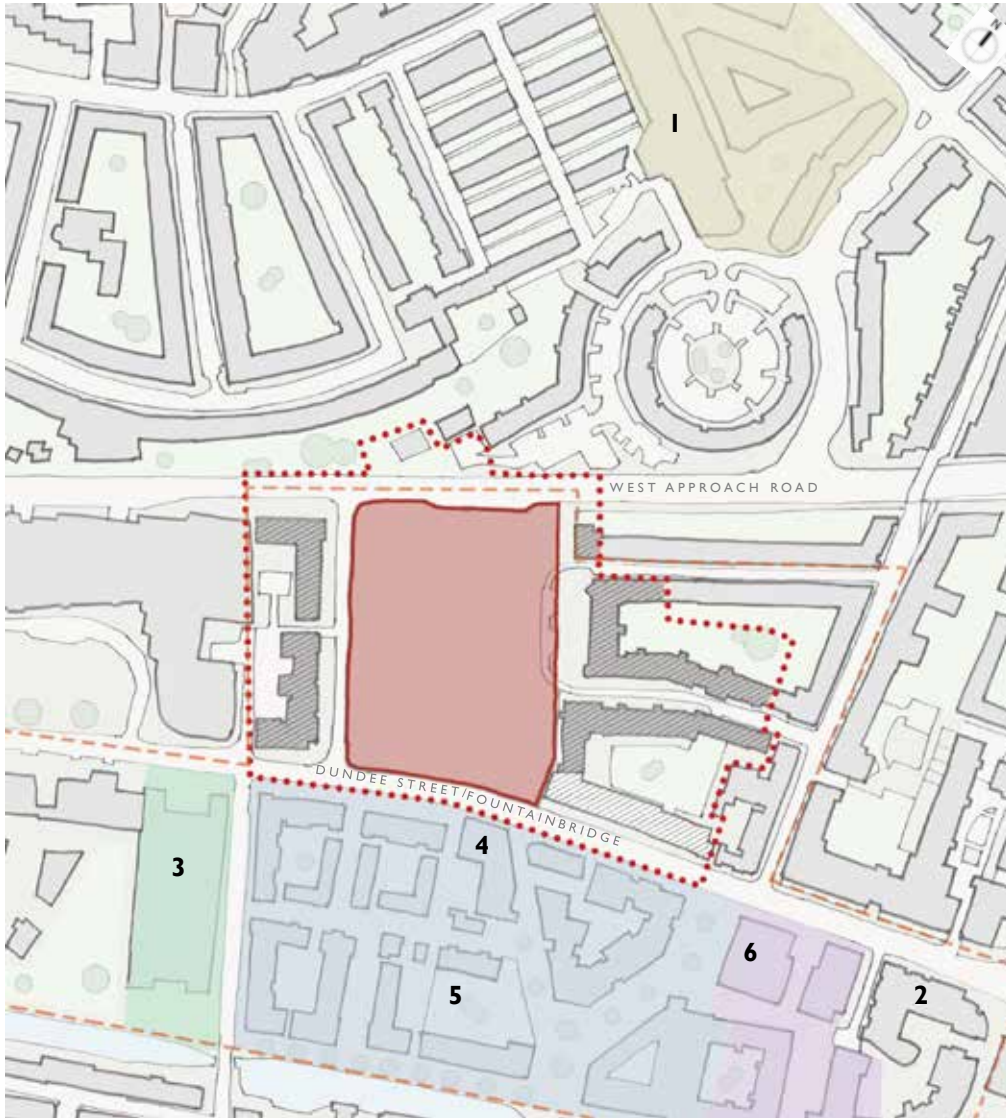
PROPOSED SITE

2006 OUTLINE MASTERPLAN BOUNDARY

EXISTING SITE HOARDING LINE

Site Context

This board explains the context of the site, surrounding development and future developments under construction / consented / proposed in the area. Fountain North Ltd has built out most of the masterplan site with award winning residential buildings. Other developers have constructed two student residences on the west side of masterplan site. Grosvenor is currently marketing the hotel site in search of a suitable operator who will bring additional life and animation to Fountainbridge.



— APPLICATION SITE
 ⋯ 2006 OUTLINE MASTERPLAN BOUNDARY
 - - - SITE 1 FOUNTAINBRIDGE DEVELOPMENT BRIEF



1 HAYMARKET DEVELOPMENT
ON SITE



2 EDINBURGH QUAY
COMPLETED



3 BOROUGHMUIR HIGH SCHOOL
ON SITE



4 EDINBURGH RUBBER BUILDING
PROPOSED EDINBURGH PRINT MAKERS



5 EDI GROUP
PPP CONSENT MINDED TO GRANT



6 WEST REGISTER
PPP & DETAILED PLANNING APPLICATION

Planning Policy Context

Edinburgh City Local Plan

The adopted 2010 Edinburgh City local Plan (ECLP) provides the planning policy framework for the city, including site specific allocations for the major land use classes.

Within the adopted Plan, the site and the wider Fountainbridge area is identified as Central Development Area CA 3 Fountainbridge. Proposals for this area will be expected to:

- provide mixed use development including a local centre, residential, office, small business units, retail, leisure, community and tourist/visitor facilities;
- create a layout which integrates with adjoining neighbourhoods in Dalry, Tollcross and Viewforth
- improve north-south linkages, in particular provide a strong pedestrian/cycle link to Haymarket that reduces the barrier effect of the West Approach Road
- create new public spaces and streetscape consistent with the approved Fountainbridge Public Realm Strategy
- proposals should explore potential for expansion of water space and should provide attractive frontages to the canal, safeguarding nature conservation
- contribute to the improvement of Dalry Community Park (proposal OSR 1)
- protect and enhance key townscape views."

An extract of the ECLP proposals map is shown below.



Emerging Edinburgh Local Development Plan

The city identifies the Fountainbridge area as a City Centre proposal for comprehensive mixed use development in the emerging Edinburgh Local Development Plan under City Centre Proposal CC3. An extract of the development principles diagram from the emerging LDP is shown below.



Fountainbridge Development Brief

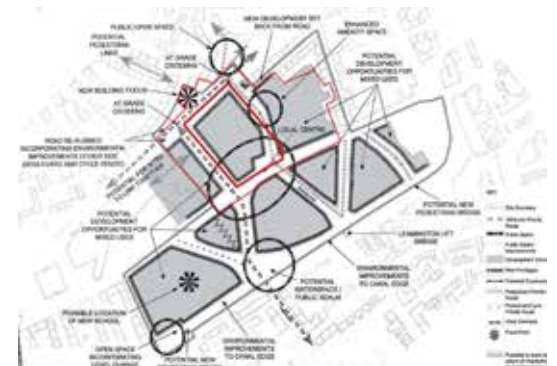
The site is covered by the Fountainbridge Development Brief (as amended) 2005. The brief establishes a comprehensive townscape and infrastructure framework for the Fountainbridge area and sets out the main planning and design principles on which development in the area will be based.

In terms of potential uses, the development brief states that development at Fountainbridge could incorporate a wide range of uses including residential, office, business, retail, leisure, community and tourist/visitor facilities.

An extract of the urban framework strategy from the brief is shown below. It aims to connect Fountainbridge to surrounding areas by creating new north-south streets and to enhance the West Approach Road to encourage pedestrian activity.



Study Area

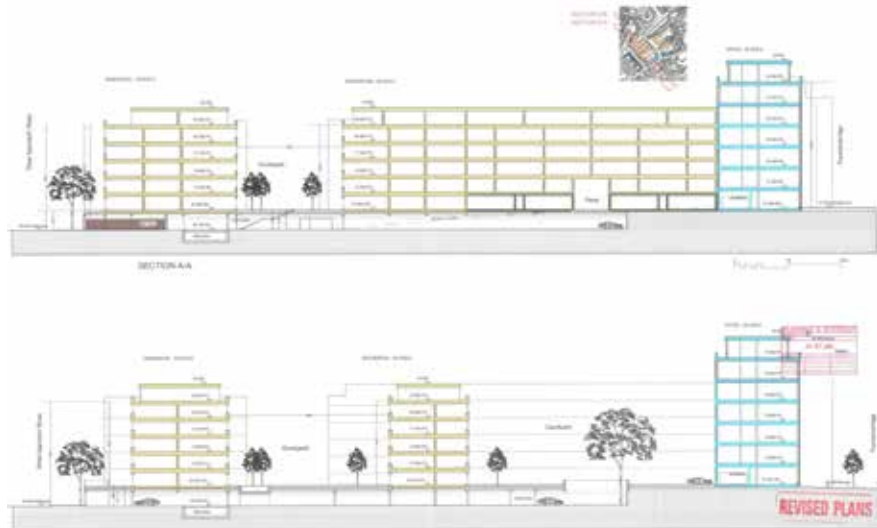


Fountainbridge - Urban Framework Strategy

Existing Planning Consent

The site forms part of the wider Springside (Fountain North) development area. Outline consent for mixed use development at Springside was granted permission in January 2006 (application ref: 05/00106/OUT). This permits a mix of uses across the wider Springside site including residential, office, student housing and commercial uses and establishes the location and massing of blocks across the property.

Extracts of the 2006 consented plans are shown on this board and illustrate the approved location and heights of blocks across the site. The current application proposals relate to the part of the Springside site covered by Blocks A1, D and E of the outline permission which are approved for residential (Blocks A1 & D) and office use (Block E).



BLOCK A2 (RESIDENTIAL)



BLOCKS B1 & C1 (RESIDENTIAL)



BLOCK K (STUDENT RESIDENTIAL)



BLOCK F (FUTURE HOTEL, ARTISTS IMPRESSION)



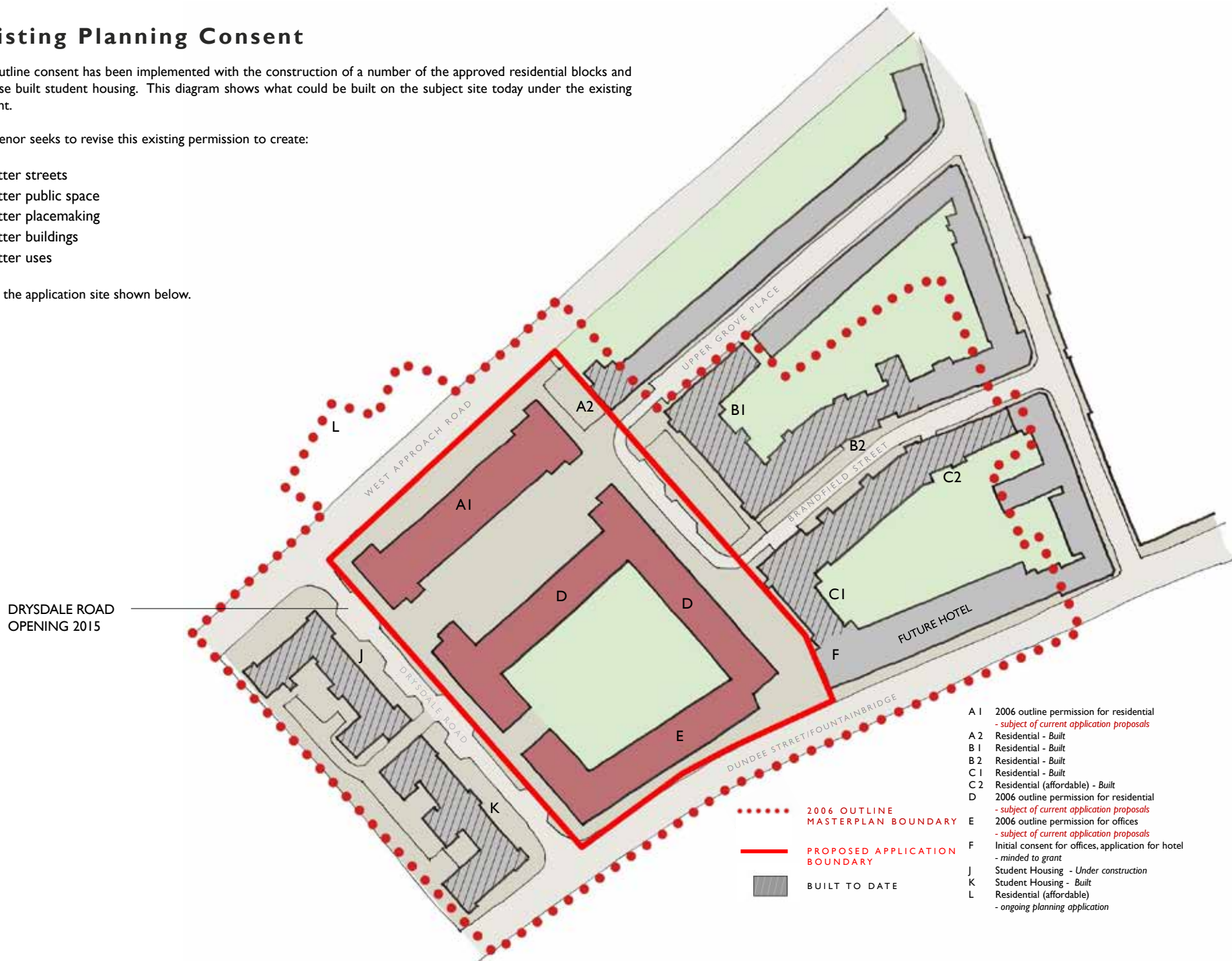
Existing Planning Consent

The outline consent has been implemented with the construction of a number of the approved residential blocks and purpose built student housing. This diagram shows what could be built on the subject site today under the existing consent.

Grosvenor seeks to revise this existing permission to create:

- Better streets
- Better public space
- Better placemaking
- Better buildings
- Better uses

within the application site shown below.



- A 1 2006 outline permission for residential
- *subject of current application proposals*
- A 2 Residential - Built
- B 1 Residential - Built
- B 2 Residential - Built
- C 1 Residential - Built
- C 2 Residential (affordable) - Built
- D 2006 outline permission for residential
- *subject of current application proposals*
- E 2006 outline permission for offices
- *subject of current application proposals*
- F Initial consent for offices, application for hotel
- *minded to grant*
- J Student Housing - Under construction
- K Student Housing - Built
- L Residential (affordable)
- *ongoing planning application*

- 2006 OUTLINE MASTERPLAN BOUNDARY
- PROPOSED APPLICATION BOUNDARY
- BUILT TO DATE

DRYSDALE ROAD
OPENING 2015

Can we do better?

The previous boards have set out what we know about the site so far based on our understanding of the site's context and previous development proposals. As part of today's exhibition, Grosvenor is seeking your views to inform changes to the current residential led mixed use design approved for the site.

The site comprises the blocks previously known as Blocks AI, D and E under the existing outline permission.

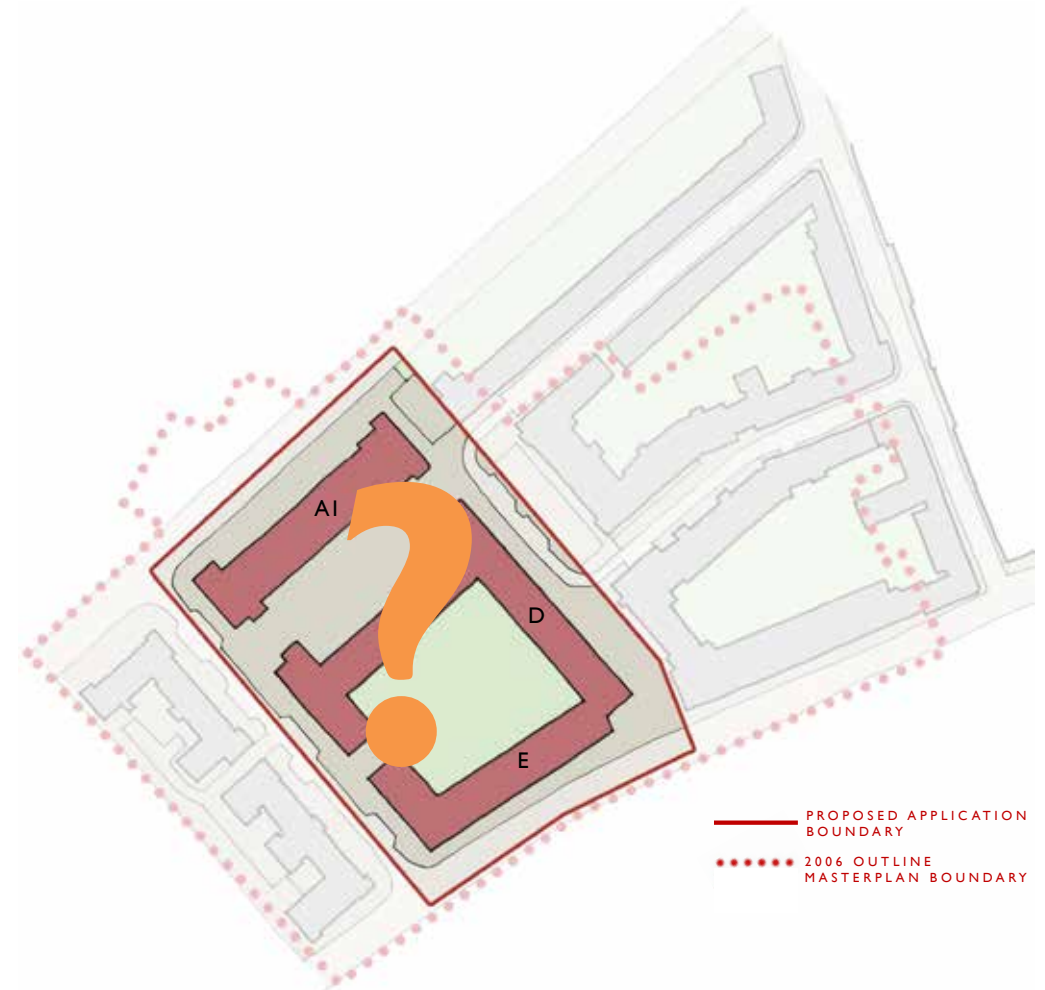
Consistent with the existing planning consent, Grosvenor is proposing that the site be developed for residential and mixed use. Other mixed uses could include Class 1 (Retail), Class 2 (Financial, Professional and other Services), Class 3 (Food and Drink), Class 4 (Business), Class 7 (Hotel) and/or Class 11 (Leisure) and ancillary works.

Grosvenor proposes that the residential element of the scheme will be purpose built rental housing. Further details on the features and benefits of Build to Rent housing are provided on the next board.

The following boards set out a number of key issues which we would like you to consider and provide feedback on. These are grouped under the headings of Movement, Spaces and Buildings. These key themes are taken from the Scottish Government's Planning Advice Note: Masterplanning.



How can we improve on the existing consent?



Build to Rent

This board explains the features and benefits of Build to Rent housing

WHAT IS 'BUILD-TO-RENT'?

'Build to Rent' is providing homes built specifically for rental. In the context of Springside, this will be high quality apartments

We will offer a clear and transparent approach with a focus on customer service

There will be on-site care, management and maintenance

There will be communal amenity for residents. The development will look to build relationships and integrate with the wider community



WHAT ARE THE BENEFITS OF 'BUILD-TO-RENT'?

Provides high quality and well managed environment

- High quality apartments
- Well maintained buildings
- Actively managed places

Homes are occupied up to 5 times faster than 'for-sale' housing

- This brings faster delivery of housing stock
- Which means a **faster route to completed development** & place-making

Helps drive economic development through accommodating population growth

- Supports the economy of the city
- **Helps add to the economy of the local area**

Provides an innovative solution satisfying occupier and investor demand

- People want to live in these buildings
- Investors want to provide these developments

Presents a new product with a new approach

WHAT IS GROSVENOR'S TRACK RECORD IN THIS SECTOR?

Grosvenor's objective is to create great places for people to live, work, visit, play and learn.

Grosvenor has been creating and managing great places for nearly 350 years, including the neighbourhoods of Mayfair and Belgravia in London

Grosvenor has been active in Scotland for 30 years.

We have around 500 residential units in our London estate rental portfolio. These include both flats and houses.

Internationally Grosvenor has developed and managed a number of award winning rental communities including Chelsea Village (Seattle, WA) and the Rise (Vancouver BC) - winner of the Urban Land Institute's 2010 Global Award for Development Excellence.

Grosvenor has a proven track record as a landlord

Grosvenor has already delivered 46 rental homes in Edinburgh at Springside, all of which are let.

- This has proved very successful and given us clear insight into the market
- The consumer demand for Build-to-Rent is clear
- Fountainbridge is a popular location

We are a long-term investor with a commitment to Living Cities



WHO IS 'BUILD-TO-RENT' AIMED AT? WHO IS THE TARGET MARKET?

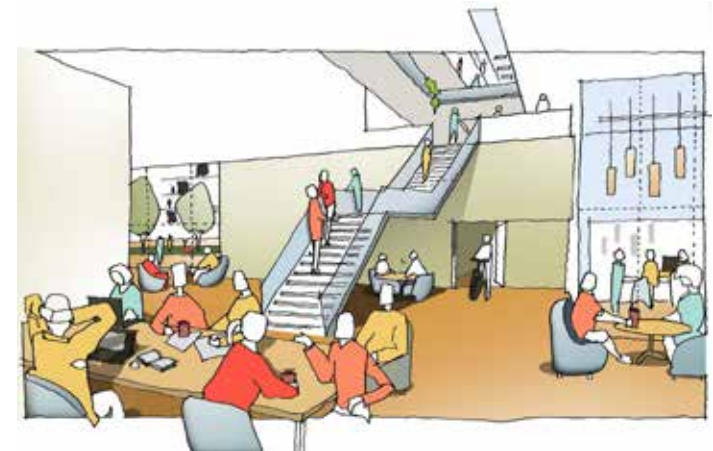
People looking for city centre living

Those looking for a **well-managed and high quality rental product**

Those not buying yet... not buying here... not buying ever... Renting is a positive choice.

Market research shows a typical age demographic from 25 – 40, but we welcome interest from 19 to 90... and beyond!

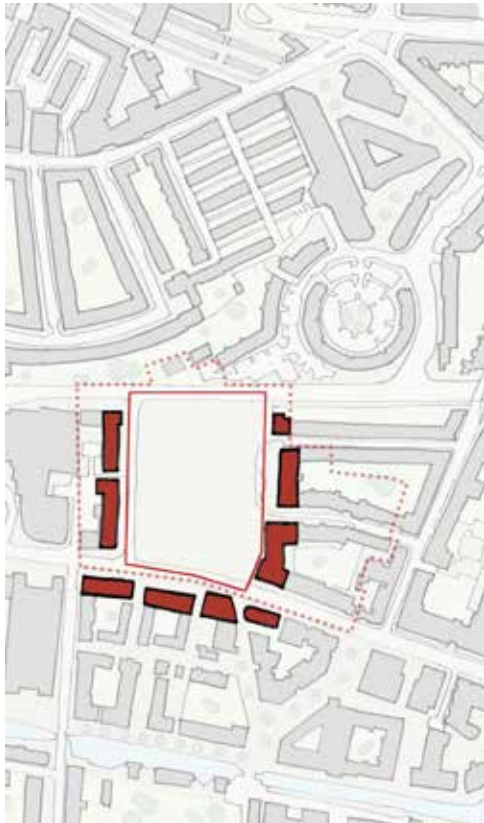
We will aim to attract singles, sharers, couples, families, down-sizers, empty nesters, city dwellers.... an open market product suitable for all



Better movement?

How would you like to move through and around the site?

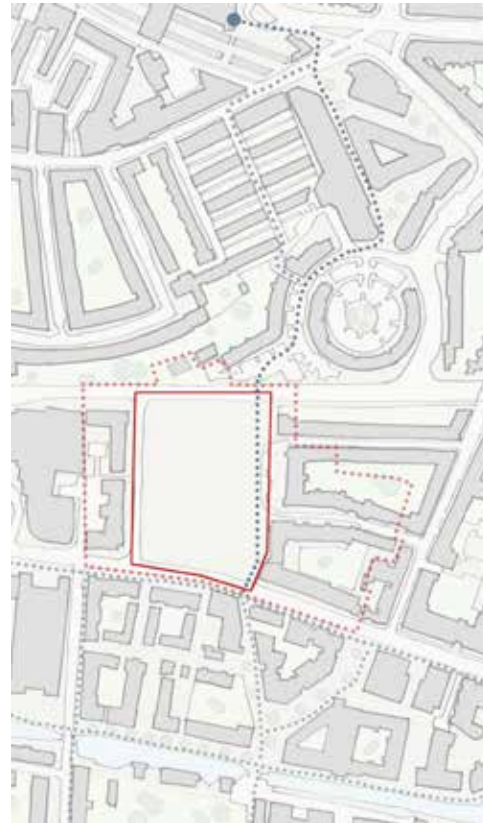
How can we respond to key frontages?



The site is defined on the east and west by the recent buildings which are part of the Springside Development. These are a mix of commercial, residential and student housing.

The south of the site is highly influenced by busy Dundee Street and the proposed EDI buildings on the other side of the road.

How can we enhance pedestrian and cycle movement?



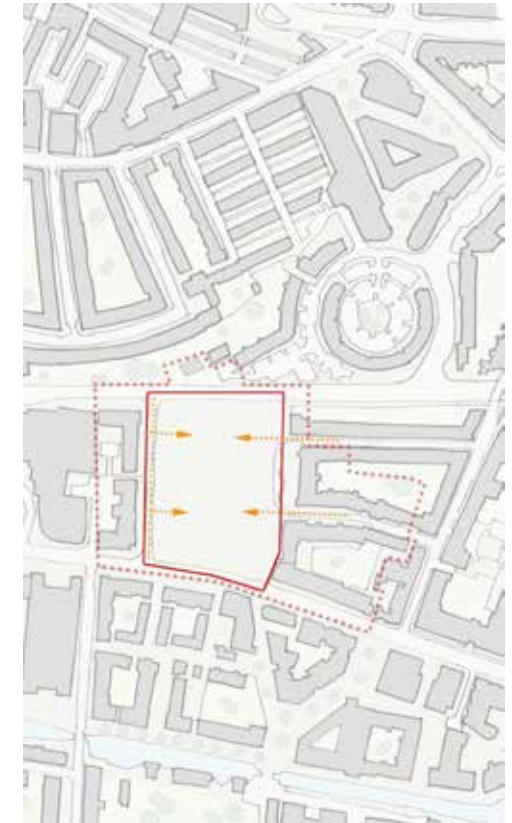
There is a new pedestrian and cycle route already built as part of an earlier phase along the eastern boundary of the site which provides links to Haymarket Station.

How can we make best use of and support public transport?



The West Approach Road to the north of the site is a busy route into and out of the city with a number of bus routes. Dundee Street to the south of the site is a secondary transport artery. How do we harmonise these key transit routes?

Desired Movement?



Should we extend the existing street pattern through the site to connect places and make it easier to walk, and cycle?

Better spaces: opportunities for better placemaking?

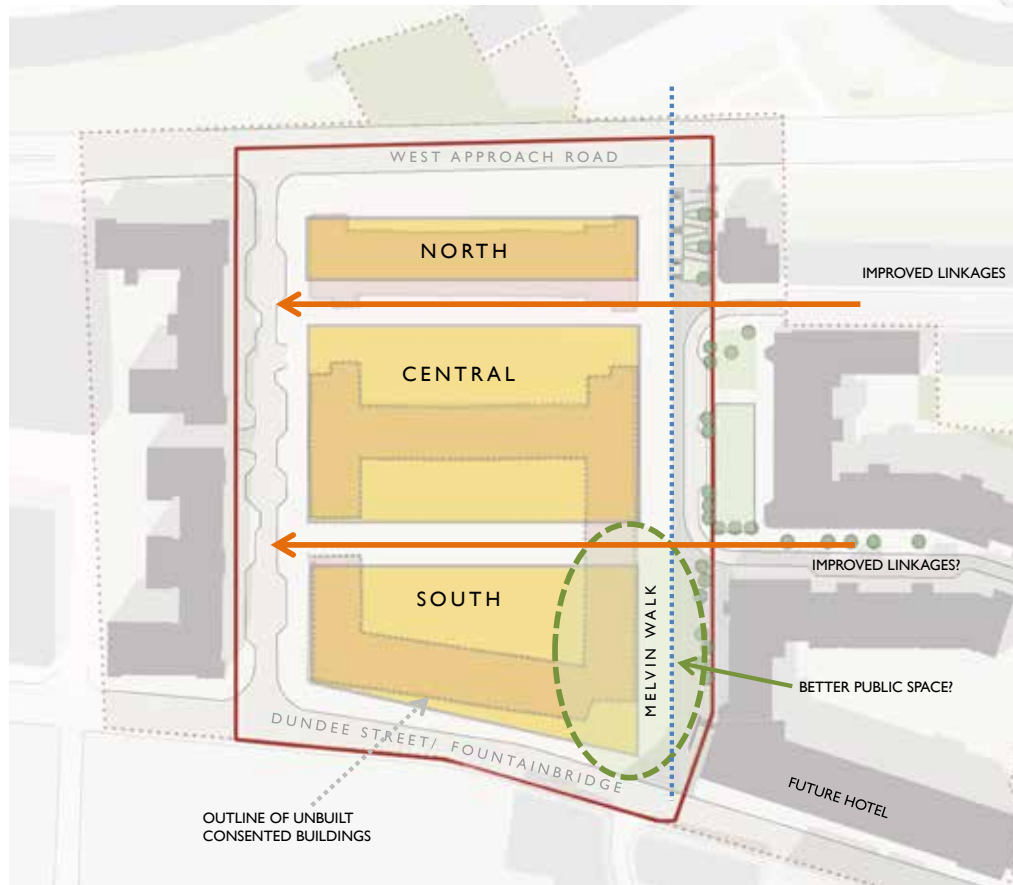
Each side of the site is bounded by areas with different characteristics. There will be a variety of types of spaces across the site to fit it into its surroundings.

Within the outline consent the principal open space was located in the southern half of the site, this space was private for the use of the residents.

Revising the existing permission offers the potential to provide more (and better quality) public and private spaces for future residents and the wider community. One option could be new public space on the south east corner of our site opposite the Rubber Factory.

Improving street connections or creating new public open space will require changes to the form and footprints of the consented buildings, notably the perimeter block on the south portion of the site.

We are interested in hearing your views on the type and location of open spaces you would like to see on the site.



Are there ways to recognise history?



Grosvenor's award winning first phase of Springside



Your Ideas

This board is an area for you to provide your feedback and ideas for the site based on the information already set out on the previous boards. Please feel free to contribute using the sticky notes provided.

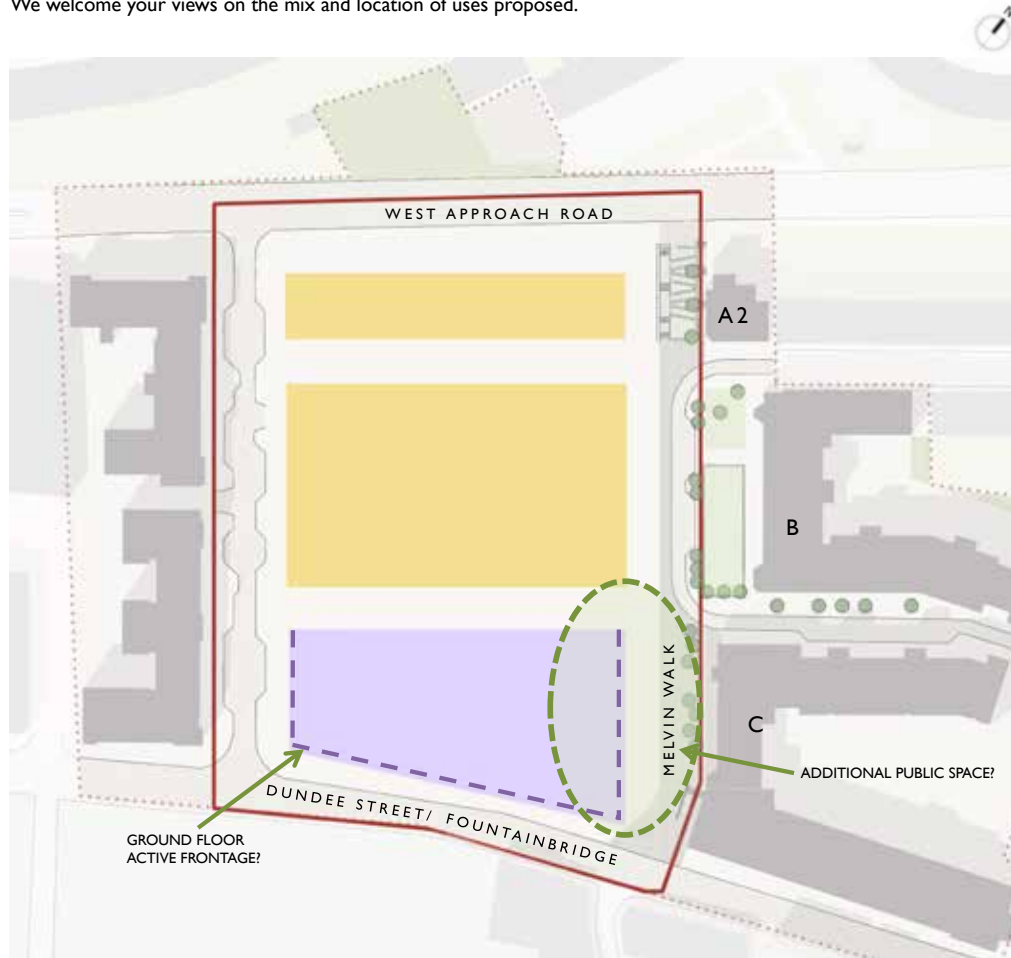


Better buildings and uses?


The Fountainbridge Development Brief and City Local Plan support a mix of uses on the site. The existing planning permission allows residential development broadly on the northern and central parts of the site and office development on the south, with some active ground floor uses on Dundee Street / Fountainbridge.

In improving the existing permission, Grosvenor would like to bring forward residential development on the north and central parts of the site. Subject to market interest/commercial viability considerations, we would like to consider the southern part of the site for office, hotel or residential use. Active commercial uses, such as shops, restaurants, cafés etc. would be proposed at the ground floor fronting Fountainbridge.

We welcome your views on the mix and location of uses proposed.



 Residential

 Office? Residential? Hotel?

SPRINGSIDE DEVELOPMENT TO DATE



Block A2



Block B



Block C

OTHER PRECEDENTS



Sluseholmen, Denmark



St Andrews, London



Royal Road, London



Grosvenor Waterside, London



Royal Road, London



Gerstackerstreet, Germany



One Church Square, London

Next steps & feedback

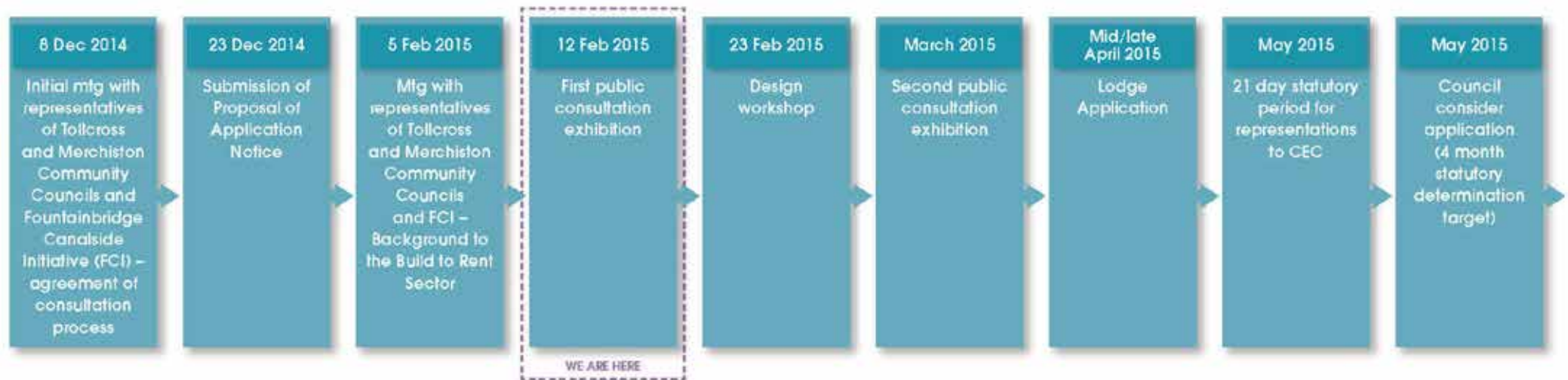
Thank you for attending this public consultation event.

Your views are an important part of the reformed planning process and we would be grateful if you could complete the questionnaire to provide us with your feedback.

We will also be holding an independent *Design Workshop on 23 February*. Please let us know if you would like to participate in this and we will provide further details. Your feedback will be used to inform the preparation of more detailed proposals for the site. These will be presented in a second public consultation exhibition in March. A planning application will follow the consultation events.

The next steps in the consultation process are summarised on the timeline below.

This process has been discussed and agreed with representatives of Merchiston Community Council, Tollcross Community Council and Fountainbridge Canalside Initiative (FCI).



What do you think?

We are really interested in feedback, it will assist us in ensuring community involvement. Please let us know your thoughts on the proposals by completing our short survey.

Click here